1. Second Spread (How are these reductions measured?). There is no reference in the first sentence as to why "these 54 smoke compounds" were even measured? Is there a page missing? I noticed in the Accord there is a section that is missing here (Accord reduces certain smoke compounds) that talks about smoke compounds and the numbers of compounds measured. It could be adapted for SCoR to something like:

   The smoke you inhale from the new Marlboro cigarette contains significant reductions of certain smoke compounds because these cigarettes include a special filter.

   Smoke from *any* cigarette contains a variety of smoke compounds (such as carbon monoxide and aldehydes). These smoke compounds are formed in a lit cigarette when the cigarette burns. Our special filter reduces the amount of many of these compounds.

   The public health community and various regulatory groups have recognized about 54 of these compounds thus far as being harmful to smokers. In addition, there may be other smoke compounds not yet identified that are also harmful to smokers.

2. Second Spread (How are these reductions measured?), recommend adding the description of light cigarettes from third spread to (or after) the first paragraph. Therefore it could read something like:

   .....smoke compounds delivered by a "light cigarette*. Light cigarettes are generally those that deliver between 7 and 11 milligrams of tar as measured by a standardized method. We conducted this testing using a "light "cigarette since the largest segment of adult smokers in the United States currently smokes a brand that is considered a "light" cigarette.

3. Second Spread, second paragraph suggest changing the wording slightly to:

   ~~Because you~~ You have purchased this new cigarette and we would like to share this information with you.

4. The third spread (one with chart) would have a portion removed because it is covered above.

   This chart summarized how this new cigarette compares with a "light" cigarette. ~~"Light" cigarettes are generally those that deliver between 7 and 11 .....brand that is considered a "light" cigarette.~~

   The smoke compounds recognized so far.....

Source: https://www.industrydocuments.ucsf.edu/docs/zthk0001

5. Third Spread, the paragraph beginning "For each compound...", recommend changing the word 'reduction' to 'change' (since one class is not reduced).

   For each compound, or group of compounds, the blue bar indicates the ~~reduction~~ change in the class of compounds.....

6. Third Spread, last paragraph, last sentence: Replace the last sentence with:

   The other 18 compounds are not shown on the graph because the chemical analysis did not detect them in the smoke from either the new cigarette of the "light" cigarette.

7. Third Spread, need to add ** to the numbers by the group of compounds in the graph.

8. It was felt that a message needs to be added about not smoking more (probably on the fourth spread).

9. It was also felt that using the term "standard testing" consistently throughout the document might be less confusing.

Source: https://www.industrydocuments.ucsf.edu/docs/zthk0001